

June 28th 2019
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visit
estonia


Visit Estonia /
Estonian Tourist Board
Enterprise Estonia



a modest
country that
extends beyond
its borders



- + population: 1.3 million
- + area: 45,228 km²
- + currency: Euro
- + member of: EU, NATO, WTO, OECD, DIGITAL 9
- + ICT sector: 7% of GDP



enter e-Estonia

the coolest digital society

- 99% of services are online
- Estonians trust e-solutions
- full automatization in tax reporting by 2020
- e-Residency – Estonian e-services to every world citizen
- Digital health solutions, e-prescription
- Blockchain pioneer
- few hours to start a company

The tourism milestones

- Finland ferry connection 1965
- Hotel Viru 1972
- Sailing regatta 1980 /
Moscow Olympics
- Soviet Union until 1991
- EU membership 2004
- Euro as currency (instead of
Eesti kroon) 2011



The number of foreign tourists staying overnight:

1995	2000	2005	2010	2018
353 000	885 000	1 453 000	1 564 000	2 141 000

	1995	2000	2005	2010	2018
Russia	12 914	18 630	53 427	141 964	247 251
Germany	23 006	35 294	109 364	84 454	143 529
Austria	1277	2063	9368	5473	12 017

Beds

1994: 11 255

2018: 61 193

tourism in Estonia 2018

tourism receipts

1.96 billion

+4%

share of tourism in GDP

7.8%

7.1%→7.8%

the number of foreign overnights

4.17million

+0.6%

the number of Tallinn Harbour passengers

10.6million

+0.6%

the number of Tallinn Airport passengers

3 million

+13.6%

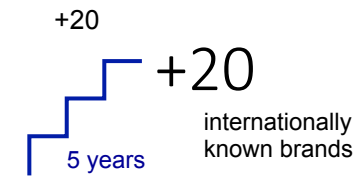
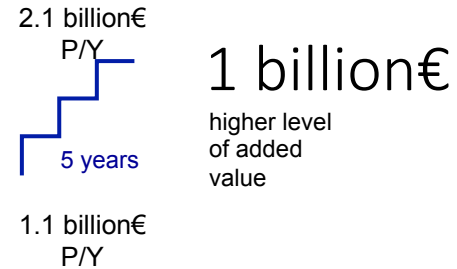
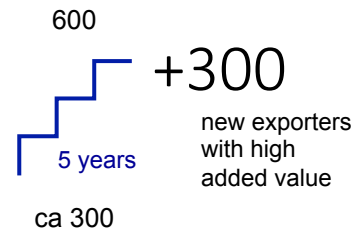
Visit Estonia as part of Enterprise Estonia

Founded in 2000	In Tallinn, Tartu, Pärnu and 15 countries	Budget (2019) € 81.3 M
Employees 265	Export, FDI, Tourism	Services and Grants

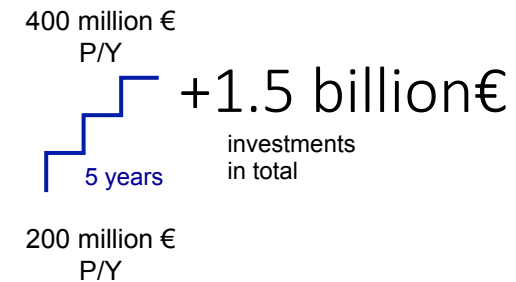
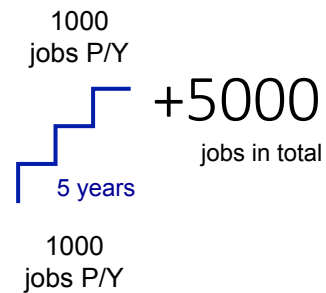
Strategic objectives of Enterprise Estonia for 2019–2023

INNOVATION PROMOTION
MARKET AND BUSINESS ANALYSIS
MARKETING OF THE STATE

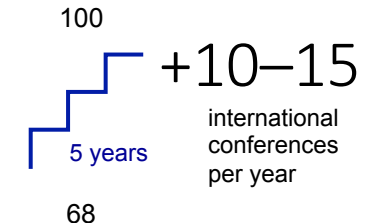
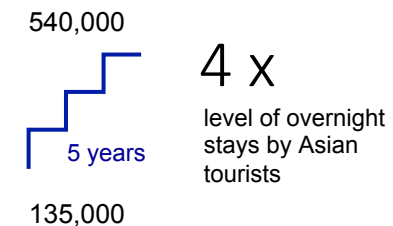
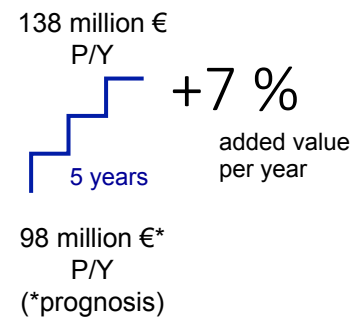
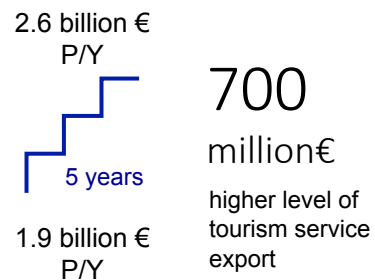
MORE EXPORT



MORE FOREIGN INVESTMENTS



MORE REVENUE FROM TOURISM



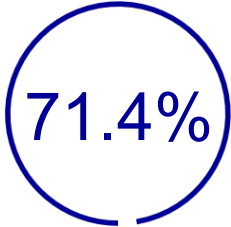
Entrepreneurship and export

Vision 2018+

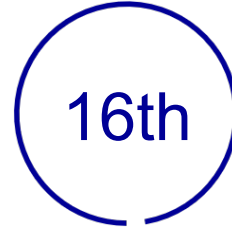
We will double the number of exporting enterprises with high added value in the next five years

PROBLEM

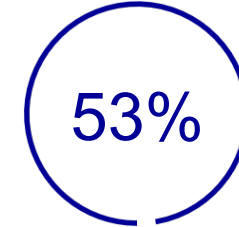
We export cheap goods to few markets



Productivity of
Estonian enterprises
vs. that of the EU



place in the EU with regard
to change in export price



of Estonian export is
directed to five
countries

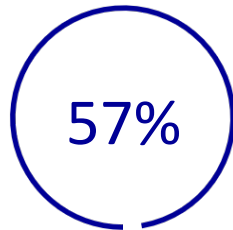
Tourism

The goal is to increase the export of tourism services to 2.6 billion euros over five years and the number of international conferences to 100

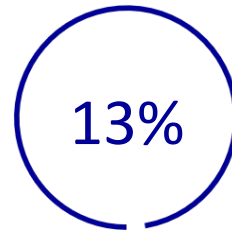
Vision 2018+

PROBLEM

Dependence on short trips from neighbouring countries, motivated by cheap prices



Export of travel services from 4 neighbouring countries



of foreign tourists arrive by plane



Competition
Differentiation
Business models
Added value

2019 – 2023, instead of number of tourists the added value



+700 B €
higher level of
tourism service
export



+7%
added value
per year



4x
level of overnight
stays by Asian
tourists



international
conferences
per year

+10-15
5 y additional direct
flights

Estonian Tourist Board / Visit Estonia

- promoting Estonia as a travel destination
- developing Estonian tourism destinations
- helping Estonian tourism companies to fulfil their targets (providing international marketing services)
- tourism products development
- international events
- development of tourism attractions of international interest
- improving accessibility



Estonian Tourist Board/ Visit Estonia

- tourism marketing (B2C)
- business marketing (B2B)
- strategic development



We are striving for:

- visits from distant markets and repeat visits from closer markets
- Emphasis on off-season
- Longer duration of visits
- visits to Estonian regions outside Tallinn, different tourism services
- added value to tourism companies/industry
- Broader: different ages, higher demands, higher expenditure



Estonian tourism 2020-2030 cornerstones:

- MICRODESTINATIONS - different seasons, distinctive products and themes
- JUSTIFICATION – data based decision making
- LIFE – balance, sustainability, attitude
- MOBILITY – accessibility, customer journey
- SMART - development



We are proud of:

- Our 2000 islands
- Our down to earth and close to nature living
- Our Unesco heritage
- Our very colourful history
- 5 seasons





Was für eine
Veranstaltung ist es?



Wie sagt man
'Hallo!' auf estnisch?



Aitäh!

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European Union
European Regional
Development Fund



Investing
in your future